

**CUSTOMER PERCEPTION AND SATISFACTION:
eSERVICES QUALITY BY MYSPEED TO JPJ
USERS**

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LETTER OF SUBMISSION

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Dear Madam,

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled "CUSTOMER PERCEPTION AND SATISFACTION: eSERVICE QUALITY BY MYSPEED TO JPJ USERS" to fulfill the requirement as needed by the Faculty of Business Administration, Universiti Teknologi MARA.

Thank you.

Yours sincerely



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ABSTRACT

The World Wide Web has unleashed people's imagination and a plethora of new technologies have emerged. Since these technologies have spring up to address different requirements, it has become imperative to understand how this different technology fit together.

PERNEC Corporation Berhad (PCB) and Jabatan Pengangkutan Jalan (JPJ) are using web to enhance communication with customers, to sell their services through an alternative channel and to reduce the costs of interacting with customers.

To encourage repeat purchase and build customer loyalty, PERNEC Corporation Berhad and Jabatan Pengangkutan Jalan must know the customer perception and satisfaction towards the services that they provided. PERNEC Corporation Berhad and Jabatan Pengangkutan Jalan have experienced in using the web and began to realize that the key determinants of success or failure are for merely web presence or low price but instead center on delivery electronic service quality (e-SQ).

They also must shift the focus of e-business from e-commerce-the transition-to-e-service-all cues and encounters that occur before, during and after the transition.